Empanelment of Technically Qualified Consulting Firms for provision of Human Resource Recruitment support Services for various State Rural Livelihoods Missions under DAY-NRLM

New Delhi
Date 10th August 2018

India
National Rural Livelihoods Project
Loan No. 4978 IN
CPPP Reference No: 2018_NRLM_349127_1
Ref No: IBCB/J -11060/30/2018-RL

Letter for Expression of Interest

Dear Sir/Madam,

1. Letters of Expression of Interest are invited from qualified and experienced consulting firms who wish to Empanel with National Rural Livelihoods Mission (NRLM) to “Develop Commodity Value Chain and Market Linkages for various State Rural Livelihoods Missions” For National Rural Livelihoods Promotion Society (NRLPS), Ministry of Rural Development (MoRD), Government of India.

2. Background:

The Government of India is implementing DEEN DAYAL ANTYODAYA YOJANA - National Rural Livelihoods Mission (DAY-NRLM) under the Ministry of Rural Development (MoRD) with the objective of alleviating rural poverty in the country. The Mission is implemented by the States through specially created implementation architecture at the state, district and block levels. For ensuring that technical assistance and required implementation support is available under DAY-NRLM, the Government of India has availed a Credit from the World Bank for the National Rural Livelihoods Project (NRLP) which aims at providing support to DAY-NRLM. Further, Government of India is in the process of taking additional financing from the World Bank for financing of National Rural Economic Transformation Project (NRETP). A portion of the credit proceeds is intended to be used for hiring the services of Technical Support Agency for Development of Commodity Value Chain and Market Linkages for State Rural Livelihoods Missions. It is also proposed that NRLPS will undertake empanelment of consultants for undertaking the task and list of empaneled consultants will be made available to State Rural Livelihoods Missions for contracting the services.

D.A.Y-N.R.L.M is a human resources intensive projects and professional Mission staff play a crucial role in the institution building, capacity building, promotion of financial inclusion and livelihoods promotion. The Mission staff will also provide handholding support to the Community Based Organizations promoted under the D.A.Y-N.R.L.M. Hence, the success of the mission hinges on the quality of human resources deployed by the State Missions.

D.A.Y-N.R.L.M seeks to recruit high caliber, results oriented and dedicated professionals from the open market on contractual basis and deploy the professionals at various Mission Implementation units. The professionals deployed are required to closely work with the community groups and community based institutions, line departments and facilitate the rural women in the full realization of rights and
entitlements, social inclusion, social action, promotion of alternate livelihood opportunities, strengthening livelihoods etc.,

3. **Mission Implementation Architecture**

The mission lays emphasis on promotion of ‘professionally competent and dedicated implementation structures’ at the national, state, district, and sub-district level. At the national level, the Mission is implemented by a specially created National Mission Management Unit (NMMU) comprising several thematic groups and professional experts, under the Rural Livelihoods (RL) Division of the MoRD. The state governments have established State Rural Livelihoods Mission (SRLM) in the form of autonomous Societies/Companies, etc. at the state level. The SRLMs are in turn set up and undertake following key tasks:

- (a) dedicated Mission implementation units at the State (SMMU), District (DMMU), Block (BMMU) and Sub-Block Units (Cluster Level);
- (b) recruit, induct, train and position multidisciplinary professionals at all levels; and
- (c) establish adequate management, finance, procurement, MIS and M&E systems.

4. **National Rural Livelihoods Promotion Society (NRLPS)**

NRLPS is an autonomous society under the Ministry of Rural Development, Government of India. The society has been established to provide technical and professional support to State Missions in implementation of NRLM. NRLPS is registered under the SOCIETIES REGISTRATION ACT, 1860 and is funded during the project period from the World Bank Credit. NRLPS receives funds in the form of grants from the Ministry of Rural Development under the provisions made for NRLP.

5. **The objective of the Consultancy Services**

As part of promotion of livelihoods of the poor, MORD/NRLPS seeks to support rural women by creating dedicated sensitive support structure manned by professional staff. As part of the Mission, various community based organisations viz., (i) Self Help Groups; (ii) Village Organisations; (iii) Cluster Level Federations; (iv) Block Level Federations; (v) Producer Groups; (vi) Producer Companies etc., The Mission seeks to deploy experienced professionals at different mission implementation units to support the rural women.

Under D.A.Y-N.R.L.M, State Missions have been recruiting professionals from open market in a large scale. As per the expansion plan approved by the MMORD, during FY 2018-19, State Missions are required to recruit 17,500 number of professionals at different levels.

Since, HR recruitment is a manpower intensive work, SRLMs have been using the services of professional recruitment agencies following NRLM Procurement Guidelines. In order to minimise the procurement time of the SRLMs, it is proposed to empanel the technically qualified consulting firms at the national level so that SRLMs can quickly hire one of the empanelled consulting firms as and when required.

The empanelled consulting firms, finally contracted by respective State Rural Livelihoods Missions are required to
a. Undertake recruitment of processional for various mission management units. The consulting firms is required to design the recruitment strategy, media plan, sourcing of applications from the potential candidates, conducting written and oral test and such other methods required for recruitment of professionals;

b. While undertaking the recruitment, the agency has to maintain high quality of transparency and integrity and document all the decisions and recruit the required professionals as per the directions and approvals provided by the Mission Director;

c. Undertake background check, if required;

d. Provide the list of selected candidates to SRLMs following reservation roster, if applicable in the state mission;

e. Provide list of waitlisted candidates

f. Keep the records related to recruitment and provide necessary documents to SRLM for future consumption.

g. Design performance assessment system/ tool.

h. Undertake performance assessment of existing staff and facilitate the State Missions to take informed decisions regarding the performance assessment of professionals associated.

i. Any other HR related task as assigned by the State Missions

6. Process of Empanelment and contracting the services

NRLPS and SRLMs will undertake following steps to empanel and to contract the services of suitable Technical Support Agency for provision of Human Resource Recruitment support Services for State Rural Livelihoods Missions under DAY-NRLM.

- **Evaluation of EOI**s by NRLPS:
  Receipt and evaluation of EOIs and prepares long list of suitable consultants;

- **Issue of RFP and Technical Evaluation by NRLPS:**
  Seeks Request for Proposal from all the consultants who are meeting the desirable criteria indicated in para 5 below. At the RFP stage, consultants are required to submit only a technical proposal. As per the provisions of RFP, NRLPS will undertake technical evaluation of the proposals and prepare list of technically qualified consultants and considers such agencies as “Empanelled Agencies”.

- **Contracting the services of empanelled agencies by SRLMs:**
  NRLPS will circulate the list of empanelled agencies to all the State missions. Respective State Mission will seek (i) commercial proposals and (ii) a letter confirming the availability of the personnel originally proposed by the agency from all the agencies empaneled by NRLM. Agency offering Least Cost will be contracted by the State Mission. A shortlisted consulting firm will be considered for hiring for a maximum of three State Missions during the validity of empanelment, provided they have key professionals to place on a full time basis.

- **Validity of empanelment**
  The validity of empanelment will be for a period of three years. However, based on the performance and requirements, NRLPS/MORD may curtail/ extend the validity for such another period. The Empanelled agency shall respond to the letter of invitation issued by the State Missions. If any agency is continuously not responding to the letters of invitation issued by the SRLMs, names of such agencies may be removed from the list of empanelled agencies.
7. Criteria for Empanelment of Firms/Agencies/Organisations

Letters of Expression of interest are invited from qualified and experienced consulting firms/agencies/organisations who wish to consider for Empanelment of Technically Qualified Consulting Firms for provision of Human Resource Recruitment support Services for various State Rural Livelihoods Missions under DAY-NRLM. Interested firms/agencies/organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing criteria are as follows:

**Mandatory**

1. The HR Agency should have a proven track record of at least five years’ experience in developing HR systems, managing HR work, staff capacity building and conducting recruitment and selection of professionals preferably for development projects.

2. The Agency should have past experience in recruitment of professionals for development projects implemented by Government agencies and successfully recruited and placed at least 600 development professionals (cumulatively) in the past 3 years in the government funded projects. List of projects and number and category of professionals recruited should be provided along with the copy of the contract/certificate from the client. While reckoning the past experience, experience in completed projects shall be considered. Experience in recruitment and placement of data entry operators, security services, facility management services etc., shall not be considered.

3. Should have at least 10 number of HR professionals with experience in HR management and recruitment.

4. The agency should have an IT systems for sourcing and shortlisting of the applications. The agency has to provide the details of the application such as technical aspects and maximum number of the applications received and processed through the application.

5. The organization should have an annual average turnover of Rs. 5.00 crore in the last three years.

Consultants are required to provide details supporting their claims.

**Desirable**

1. The organization should have undertaken recruitment of professionals for World Bank or bilateral/ multilateral development agencies funded projects implemented by any government agency.

2. The organisation should have adequate infrastructure and human resources with respect to the proposed project and should be willing to provide the undertaking for continuing working in the area for the project duration.
Consultants may note that EOIs received will be evaluated and a long list will be prepared. Agencies not meeting the mandatory criteria will be not considered for evaluation. Please note that no proposals are required now.

8. Consultants may associate with other firms / agencies/ organizations in the form of a joint venture or a partnership or association to enhance their qualifications. Consultants or associations of consultants, who are interested in being considered for the assignment, should submit information of all the parties in the format indicated in the attachment to this letter for expression of interest.

9. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers (January 2011) (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest. GOI is in the process of signing the loan agreement with IBRD for additional financing under NRLP. After signing the loan agreement, World Bank procurement regulations June 2016 shall be applicable.

10. Further information can be obtained at the address below during office hours [10:00 to 17:30 hours].

11. The EOI must be delivered in written form in the prescribed form (see Annexure -1 & 2) along with a soft copy in a CD/DVD addressed to The Mission Director, NRLM and CEO, NRLPS, MORD, GOI on the address provided below. The Eoi is to be submitted with details and evidence related to the selection criteria listed above in a sealed envelope clearly indicating Eoi submission for Empanelment of Technically Qualified Consulting Firms for provision of Human Resource Recruitment support Services for various State Rural Livelihoods Missions under DAY-NRLM.

12. EOI should be submitted to the undersigned on or before 27th August 2018. Consultants are required to submit the EOI along with a cover letter, duly filled Annexure-1 & 2 provided along with this EOI and necessary supporting documents. Incomplete EOIs and EOI responses received after the specified date and time will not be considered.

The Director, (F&A)
National Rural Livelihoods Promotion Society (NRLPS)
Ministry of Rural Development, Government of India
7th Floor, NDCC-II Building
Jai Singh Road,
New Delhi - 110001

Please note that no proposals are required now. On the basis of information provided by interested consultants, the Mission will prepare a shortlist of 6 consultants who will be invited to submit proposals.
Annex -1: Format for Organizational Profile

Name of the Assignment:
Date of advertisement:

(Note: Consultants submitting the EOI as a joint venture or intended to form a joint venture should provide the details of all the partners)

<table>
<thead>
<tr>
<th>A - Consultant’s Profile (Maximum 2 pages)</th>
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<tbody>
<tr>
<td>1. Name of the Organization</td>
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<td>2. Postal Address</td>
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<td>3. Telephone: Mobile / Fax/ Email Website;</td>
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<tr>
<td>4. Contact Person name and designation with contract details</td>
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</table>
| 5. Registration Details: Registered on (Date)  
Legal status ( for profit company; not for profit company; registered trust; registered trust; others (specify))  
Provide copy of the registration certificate, PAN , GST registration no, Board of Directors, Executive Committee Members, General Body members, brief profile and latest annual report |
| 6. No. of completed years                |
| 7. Financial Capacity:                  |
| Average **Annual Turnover** of lead consultant must be more than **Rs.5.00 crores** during the last three financial years. EOIIs with less than Rs.5.00 crore average turnover will not be considered.  
(Enclose Audited financial reports)  
Provide the turnover of organization (on the basis of the audited accounts) in the last three **financial years in Indian Rupees**. |

<table>
<thead>
<tr>
<th>2016-17</th>
<th>2015-16</th>
<th>2014-15</th>
<th>Total</th>
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B- Consultant’s Experience (Maximum 10 pages)

1. Past experience in recruitment of professionals for development projects implemented by Government agencies and successfully recruited and placed at least 600 development professionals (cumulatively) in the past 3 years in the government funded projects. List of projects and number and category of professionals recruited should be provided along with the copy of the contract/certificate from the client. (may add more rows, if required). Consultants are required to provide details.

<table>
<thead>
<tr>
<th>Name of Project/Client</th>
<th>Services Provided</th>
<th>Area of Services provided</th>
<th>Duration of Assignment and status as of June 2018</th>
<th>Value of Contract (in INR)</th>
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<tr>
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<td></td>
<td>Effective date of original contract and Duration</td>
<td>Date of acceptance of final deliverables by the client</td>
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Details of the IT application available to handle the recruitment. Provide key features of the applications. **Please attach a brief note on the IT platform.**

<table>
<thead>
<tr>
<th>Key features of the IT application</th>
<th>Time require for customisation of application for handling recruit</th>
<th>Does the agency has in-house IT team</th>
<th>List the projects for which the IT application was used in the past</th>
<th>Number of professionals recruited. Give maximum number of applications received in any one assignment and give the name of the assignment</th>
</tr>
</thead>
</table>

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1 Please indicate the areas of services such as Agriculture/ Livestock/NTFP. A brief note on each project may be provided with the details of project beneficiaries, geographical area, agro climate zone, details of technical support provided etc.,
3. Details of Key staff available (excluding office admin staff)

<table>
<thead>
<tr>
<th>Category (provide each branch and partner wise details)</th>
<th>No. of Senior Professionals</th>
<th>No. of filed staff</th>
<th>No. of Associates/Consultants</th>
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<tbody>
<tr>
<td>Head office</td>
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<td>Branch office</td>
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</table>
| **Total**                                               | **3**                      | **A**              | **Key staff profile of the organization/s. Please provide details of the key staff with experience in developing commodity value chain and market linkages**

Detailed CVs are not required at EoI stage. Among other information, the brief CVs should include the following information in the following format:

<table>
<thead>
<tr>
<th>Name of the staff with education qualification</th>
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<tr>
<td>Is he/she currently associated with the consultant? (Yes/No) if yes, provide nature of engagement (fulltime staff, part time staff, consultant etc)</td>
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<tr>
<td>Designation</td>
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<tr>
<td>Years of experience in the organization</td>
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<td>Areas of expertise</td>
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<tr>
<td>Particulars of assignments handled</td>
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<td>Particulars of service provided</td>
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Signature of the authorised representative.
Annexure -2

Declaration

Date:.................

To whom so ever it may be concern

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/ Agency/ Institute/ Company and hereby declare that "Our firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our firms/ Agency/ Institute/ Company or partners." Further, it is also certified that our firm has not been debarred/blacklisted by any government or any other donor/partner organization in past.

In case of any further changes which affect this declaration at a later date, we would inform the mission accordingly.

We also confirm that the details provided in our response to EOI are true. If the client finds at any time that the information provided is not correct, we shall be bound by any action that the client deems fit and appropriate including termination of contract.

Authorized Signatory

(with seal)